

YouGov / The Sun Survey Results

Sample Size: 1819 GB Adults
Fieldwork: 11th - 12th September 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1819	471	531	115	182	550	442	387	882	937	216	460	622	520	1037	782	233	591	389	447	158	
Unweighted Sample	1819	434	534	96	218	539	442	412	904	915	156	384	691	588	1199	620	243	613	342	454	167	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	34	100	0	0	0	74	7	11	35	33	29	30	38	34	36	31	33	44	35	24	23
Lab	38	0	100	0	0	4	82	39	35	42	50	42	39	30	37	39	42	24	38	54	35
Lib Dem	8	0	0	100	0	1	0	36	8	8	6	14	5	8	11	5	13	7	6	9	7
Other	20	0	0	0	100	21	11	14	22	17	15	13	18	28	16	25	11	24	21	12	35

Other Parties Voting Intention

UKIP	13	0	0	0	100	18	7	4	15	11	4	6	12	23	9	18	8	21	14	7	9
SNP / PCY	3	0	0	0	0	1	1	2	3	2	2	3	2	3	3	2	1	0	1	0	26
Green	3	0	0	0	0	1	1	6	3	3	7	3	3	1	3	2	2	3	4	3	0
BNP	1	0	0	0	0	1	0	1	1	0	0	1	1	0	0	1	0	0	0	2	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	0	1	0	1	0	1	0	0	1	0	0	2	0	0

Non Voters

Would Not Vote	9	0	0	0	0	3	4	3	11	7	24	11	7	3	9	9	12	7	12	6	10
Don't know	15	0	0	0	0	11	9	24	10	19	16	14	15	15	15	15	14	17	15	12	13

Do you approve or disapprove of the Government's record to date?

	Sep 10-11	Sep 11-12																				
Approve	30	31	81	7	38	13	62	12	22	36	26	24	32	34	29	33	27	37	31	33	26	26
Disapprove	55	56	13	87	43	76	25	85	63	54	58	53	52	55	62	53	61	52	52	54	63	65
Don't know	16	13	6	6	20	11	13	4	16	11	16	23	15	11	9	14	12	11	17	13	11	9

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	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 1819	471	531	115	182	550	442	387	882	937	216	460	622	520	1037	782	233	591	389	447	158	
Unweighted Sample	434	534	96	218	539	442	412	904	915	156	384	691	588	1199	620	243	613	342	454	167	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 28-29
Sep 11-12

Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?

It seems rather old and tired

Applies most to the Conservatives	32	30	5	59	34	22	7	52	40	33	28	39	39	26	24	31	29	29	25	30	35	41
Applies most to Labour	32	32	61	6	49	44	54	11	31	34	30	27	27	33	36	34	28	29	34	34	29	30
Applies most to the Liberal Democrats	13	13	17	15	2	14	18	18	6	13	14	3	7	18	17	11	16	17	13	13	14	8
Applies to none of them	9	9	10	11	7	2	9	9	10	9	9	7	7	10	10	9	9	8	11	8	9	6
Don't know	15	16	7	9	8	17	11	10	12	11	20	24	20	12	12	14	18	17	16	16	14	15

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	25	23	63	3	4	27	55	5	8	26	20	17	17	26	28	25	21	19	31	25	16	13
Applies most to Labour	28	32	5	74	23	10	5	70	34	32	31	29	37	32	28	31	32	37	22	31	42	31
Applies most to the Liberal Democrats	15	15	14	10	56	7	12	7	30	15	14	14	17	15	13	17	12	14	16	13	15	15
Applies to none of them	20	19	12	8	7	49	20	12	20	18	20	15	15	18	25	16	22	17	20	18	16	26
Don't know	12	12	5	5	10	7	8	6	7	10	14	25	16	9	7	11	13	13	12	12	11	14

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	19	20	55	4	10	17	43	6	11	22	17	19	18	21	20	21	18	19	23	18	19	14
Applies most to Labour	18	18	3	44	15	8	6	38	18	19	17	19	16	20	17	18	18	14	14	22	23	17
Applies most to the Liberal Democrats	7	7	7	4	19	6	7	5	8	7	6	6	7	5	7	6	8	12	6	4	5	11
Applies to none of them	41	40	28	37	45	59	35	38	51	40	40	27	40	40	45	41	38	42	40	41	38	39
Don't know	16	16	8	11	11	11	9	13	11	12	19	28	18	14	11	14	18	14	17	14	16	18

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	50	52	22	80	56	53	28	76	66	50	54	45	51	56	52	51	54	51	49	52	58	53
Applies most to Labour	22	20	47	6	24	25	43	8	15	23	18	14	16	23	25	23	17	16	21	26	20	15
Applies most to the Liberal Democrats	7	7	12	5	7	10	12	6	4	9	5	7	8	5	10	8	6	10	8	7	5	7
Applies to none of them	7	7	9	4	4	6	7	4	6	8	6	8	8	6	6	6	8	12	7	5	7	7
Don't know	14	13	10	5	9	7	10	6	8	10	17	26	18	10	8	12	14	12	16	11	11	18

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

		Unweighted no.	Weighted no.
Age and Gender			
	Male 18 to 24	72	109
	Male 25 to 39	153	229
	Male 40 to 59	332	307
	Male 60 +	347	236
	Female 18 to 24	84	107
	Female 25 to 39	231	231
	Female 40 to 59	359	315
	Female 60 +	241	284
Region			
	North England	454	447
	Midlands	262	298
	East England	174	175
	London	243	233
	South England	439	417
	Wales	80	91
	Scotland	167	158
Social Grade			
	AB	700	509
	C1	499	528
	C2	297	382
	DE	323	400
Newspaper Type			
	Express / Mail	358	291
	Sun / Star	115	427
	Mirror / Record	81	182
	Guardian / Independent	165	82
	FT / Times / Telegraph	175	173
	Other Paper	234	209
	No Paper	691	455
Political Party Identification			
	Labour	589	582
	Conservative	473	509
	Liberal Democrat	154	200
	SNP/Plaid Cymru	46	31
	Others	144	42
	None/ DK	413	455

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